

Ipsos-ASI

next* Kids

... measuring what matters to kids



Children don't think like adults ...

They don't act like adults ...

They don't buy like adults ...

and ...

They don't respond to advertising like adults ...

Each year children are exposed to over 20,000 commercials and they spend or influence over \$500 billion worth of purchasing power. Their importance as consumers cannot be underestimated. How do you know if your ad will break through, if it will influence behavior, or if it will impact sales? With Ipsos-ASI Next*Kids, you'll find out.

Next*Kids, from Ipsos-ASI, is the copy testing system designed specifically to measure the unique way children respond to advertising. Developed nearly ten years ago in partnership with several major advertisers and children's research experts, Next*Kids is now the copy testing system used by many leading children's advertisers, to provide the insights and feedback they need to develop the most effective advertising for children.

Taking advantage of the power of the Internet, Ipsos-ASI has now moved Next*Kids online. It's a specialized online system that includes animation for children, a unique technology that ensures consistent ad viewing for each child, and visual scales designed to ensure that children understand the questions and the answers. This means that we can provide better answers and insights faster - when you need them.

Because children consume advertising differently than adults, assessing advertising with children means that you have to measure and emphasize different elements than with a standard adult copy test.



Ipsos ASI
The Advertising Research Specialists

With Next*Kids, we have created a system that measures what is important in children's advertising, by looking at Breakthrough and Branding, Communication, Relevance, Likability, and of course, Persuasion, in terms that make sense for children. Diagnostics are in depth and even include an Involvement Trace that shows how well children like what is happening at each point of the commercial. The trace is captured with a continuous response dial that measures scene-by-scene reactions to the ad and provides the "whys" behind many questions that surface.

We know how to interview children, to keep them engaged, and to ask them the questions that will get the answers you need to make the best decisions. Data collection among children can be a challenge - interviews must be interesting to maintain children's attention, to ensure completion of the interview, and to generate the highest quality data. We use lots of visuals, including an animated character who guides the children through the interview. We follow COPPA guidelines for online interviewing with children and of course always ask parental permission.

Designed to be consistent with Next*TV, Next*Kids is a comprehensive tool that can be used to assess rough or finished advertisements to help manage the risk associated with airing decisions. With a broad base of evaluative and diagnostic measures, Ipsos-ASI provides the guidance and insights to support the development of the most effective advertising for children. Behind each test is Ipsos-ASI's expertise as the world's largest advertising pre-testing company. With Ipsos-ASI Next*Kids, you'll hear straight from children themselves about what works and what doesn't and you will be sure that you are making the best decisions.

To learn more or to see a Next*Kids demonstration online, please contact your client service representative or send an e-mail to: nextkids@ipsos-asi.com for a password to the Next*Kids website.

Ipsos-ASI, The Advertising Research Company

Ipsos-ASI is the largest provider of advertising pre-testing services in the world. We are committed to working with our clients to build brand health and maximize the return on their advertising investment by helping them make decisions that improve and optimize their marketing communications.

All of Ipsos-ASI's advertising pre-testing services provide multiple measures of recall, persuasion, and diagnostics. *Ipsos-ASI Next*TV®*, an in-home, video-based system, offers local, regional, and multinational advertisers a truly global copy testing system with methods providing comparable measures around the world. Other pre-testing services include *Next*Print*, *Next*Kids*, and *Next*Idea*.

Ipsos-ASI provides a full range of advertising research services with Advertising Testing, Tracking and Brand Equity, backed by a dedicated team of advertising research experts whose mission is to deliver the answers that will add value to your business anywhere in the world.

Ipsos ASI

The Advertising Research Specialists



Strategy

Storyboards

Development

Assessment

Solutions

About Ipsos ASI Russia

Definition:

Helping advertisers to build strong brands
 Ensuring a return on advertising investment through measurement of its effectiveness
 Research support for all phases of communication process
 Different media: TV, press, outdoor, radio, non-traditional sources (word of mouth, etc.)

At Ipsos in Russia:

A dedicated brand: Ipsos ASI
 Full-time staff of 32 experienced researchers
 Dedicated team of 8 Data Processing specialists to handle copytesting and tracking projects
 More than 1,300 commercials pre and post tested to date
 More than 40 categories currently being tracked.



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